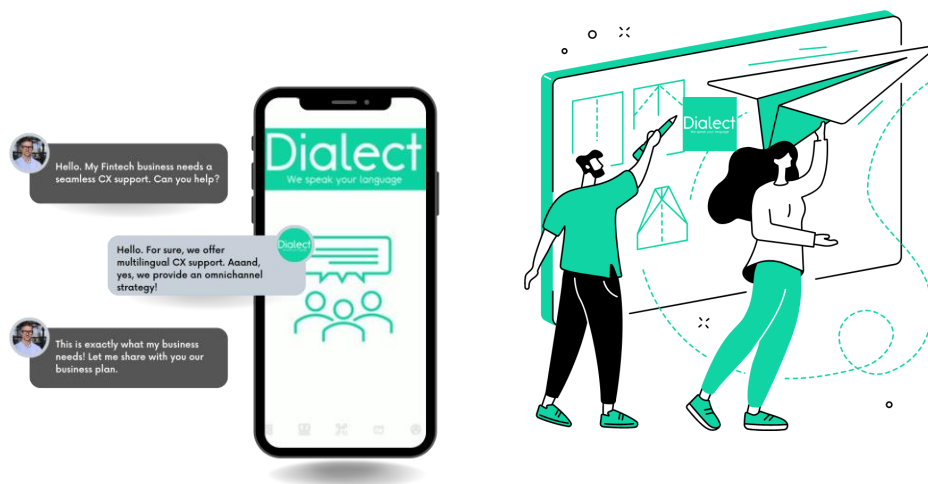


Case Study: Dialect take huge steps to contact centre excellence

Relative new outsourcer in the UK, Dialect, were looking for independent guidance to support their growth journey to contact centre excellence. They were looking for a holistic assessment of their operation that would not only provide evidence of their progress and celebrate what they had achieved, but also provide focus for the future. It was the CCMA's Contact Centre Standards Framework that delivered this for them, and they became an Accredited Contact Centre.

Read on to learn more about their journey.



What was the business driver behind undertaking the Contact Centre Standards Framework?

Dialect, being a growing business, currently in a scaling-up phase, found the opportunity to engage with the Contact Centre Standards Framework invaluable for a comprehensive assessment of our operations. Our objective was to recognise our strengths, identify areas needing improvement, and spotlight aspects we haven't yet ventured into as an emerging company. We anticipated that this assessment would provide actionable insights to bolster both our team's performance and client satisfaction allowing us to then build on what we are doing well and areas that need improvements.

Why did you decide the Contact Centre Standards Framework was right for your operation?

The participation of industry experts in shaping the standards was the primary factor that captured our attention and drove our curiosity about the Contact Centre Standards Framework. The depth of expertise required to establish such a standard seemed unparalleled, and we perceived the comprehensive framework as a true benchmark for excellence in contact centre operations. Furthermore, the framework's coverage aligned closely with our operational goals, allowing us to integrate it effortlessly with our business objectives.

What was the journey like from start to finish during the assessment process?

The support we received was exceptional. During our initial discussion about the framework, we were guided through the upcoming steps and advised on how to collect our evidence effectively. We were granted sufficient time to compile our evidence, which was followed by a rewarding and enlightening

site visit. The assessment results were promptly shared with us, enabling us to begin contemplating how to implement the recommendations.

We were encouraged to be open and honest throughout the assessment process, and in doing so this meant we reaped the benefits in receiving tailored recommendations from the CCMA.

What have you learned about your contact centre following the assessment?

Following the assessment, we gained valuable insights into our operational strengths and areas needing improvement and a lot of areas we are doing well, it's reassuring to get 3rd party assurance on that. We identified specific operational practices that are working well and can be further optimised to enhance efficiency and customer satisfaction. Additionally, the assessment highlighted areas where we can implement changes to elevate our service quality, streamline processes, and better meet the needs of both our team and clients.

This comprehensive review has provided us with a clear roadmap for refining our operations and driving continuous improvement which we have already implemented out the back of the assessment.

How will the insights and recommendations made in the report be used to make a difference?

The insights and recommendations from the report have been invaluable to us. We've already begun implementing some of the suggested changes and planned initiatives for the future. As a small team, the review has allowed us to take a step back and prioritise areas that will have the most significant impact on our operations and customer experience. It's provided us with a focused direction, helping us allocate our resources more efficiently and effectively to drive improvement where it matters most. For us, having the recommendations also allows us to continuously review as we grow and scale.

How did you share and celebrate becoming an Accredited Contact Centre?

The entire team was thrilled with the accreditation outcome. We took the opportunity to celebrate our achievements, highlighting the areas where the team had excelled. This was important for raising awareness among team members about our existing strengths whilst also provided motivation and a sense of pride – we want to ensure that the wider team know how they can support in the implementing the recommendations. Alongside our accreditation success, we celebrated other milestones, reinforcing our collective efforts and fostering a positive and supportive work environment.

How has your operation and wider business benefited from doing the Contact Centre Standards Framework?

We now have a clear focus and direction for enhancing our contact centre operations, thanks to the insights gained from the accreditation process. This experience has also provided validation that we are on the right track in building a successful operation. As a business, we are delighted to have participated in the accreditation, as it has equipped us with the knowledge and confidence to continue improving and striving for excellence in our services.

Would you recommend taking part in the Contact Centre Standards Framework to other contact centre leaders?

Absolutely, regardless of where you are in your journey, a comprehensive review of your contact centre can provide valuable insights and recommendations. I highly recommend that all leaders

consider reaching out to the CCMA to learn more about how their expertise can benefit your operations and drive improvement.

About Dialect

Dialect is a customer experience optimisation provider delivering seamless 24/7 back and front office solutions. With a global footprint and a wealth of experience in the Fintech and Payments industries, Dialect delivers seamless customer experience solutions across the globe, including the UK, Europe, US, Middle East, and Singapore.

Through the front office solutions, Dialect provides first line customer support to manage all types of queries via voice in 8 native languages, MultiLect, Dialect's multilingual live chat available in over 75 languages, email, and social media messaging.

Back-office solutions are designed to manage all operations, operationally resource heavy activities such as data processing tasks, data entry, analysis and management using proprietary innovative technology.

Front and back-office solutions can be easily twinned allowing Dialect to deliver a seamless end-to-end customer experience.

About the Contact Centre Standards Framework

The Contact Centre Standards Framework offers a structured approach to assessing contact centre operations against industry standards. By either self-assessing or striving for Accredited Contact Centre status through an independent review, contact centres can identify gaps and prioritise improvements across five pillars: Strategy, Operations, Colleagues, Customer and Culture. The Contact Centre Standards Framework, recognised for its extensive involvement of industry experts and stringent benchmarks, offers contact centres a comprehensive framework that covers every touchpoint and aspect of the contact centre.

Undertaking the Contact Centre Standards Framework involves a meticulous assessment process, from initial discussions to evidence collection, climaxing in a site visit and subsequent feedback session. This thorough examination provides contact centres with a tailored set of recommendations, pointing out areas of strength and avenues for enhancement.

To learn more about how the Contact Centre Standards Framework can work for you, click here to [learn more](#). Or email info@ccma.org.uk to book a call with one of our team.